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**RESOLUTION NO. 28**

**SERIES 2015**

**RESOLUTIONS OF THE CRESTED BUTTE TOWN  
COUNCIL ADOPTING THE CREATIVE DISTRICT  
STRATEGIC PLAN**

WHEREAS, the Town of Crested Butte, Colorado (the "Town") is a home rule municipality, duly and regularly organized and now validly existing as a body corporate and politic under and by virtue of the Constitution and laws of the State of Colorado;

WHEREAS, Section 4.7 of the Crested Butte Town Charter provides that the Council may act, other than legislatively, by resolution;

WHEREAS, the Town staff has worked with Amy Levek on developing a creative district strategic (the "Plan");

WHEREAS, the Town of Crested Butte is working on becoming a certified Creative District with the State of Colorado and the Colorado Creative Industries;

WHEREAS, at the Town Council meeting on September 8, 2015, the Town staff presented the Plan to the Town Council;

WHEREAS, during such presentation, the Town staff recommended that the Town Council adopt the Plan;

WHEREAS, the Town Council has reviewed the Plan and approves of the strategic planning set forth in the Plan for the creative district; and

WHEREAS, based on the presentation by Town staff, as well as community input, the Town Council finds that the Plan and its proposed strategic planning for the creative district is in the best interest of the health, safety and welfare of the Town, its residents and visitors.

**NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF CRESTED BUTTE, COLORADO, THAT:**

The Town Council approves and adopts the Creative District Strategic Plan attached hereto as Exhibit "A," its strategic planning being in the best interest of the health, safety and welfare of the Town, its residents and visitors.

INTRODUCED, READ AND ADOPTED BEFORE THE TOWN COUNCIL OF THE TOWN OF CRESTED BUTTE, COLORADO THIS 8<sup>th</sup> DAY OF September 2015.

TOWN OF CRESTED BUTTE, COLORADO

By:   
Aaron J. Huckstep, Mayor

ATTEST:



Lynelle Stanford, Town Clerk

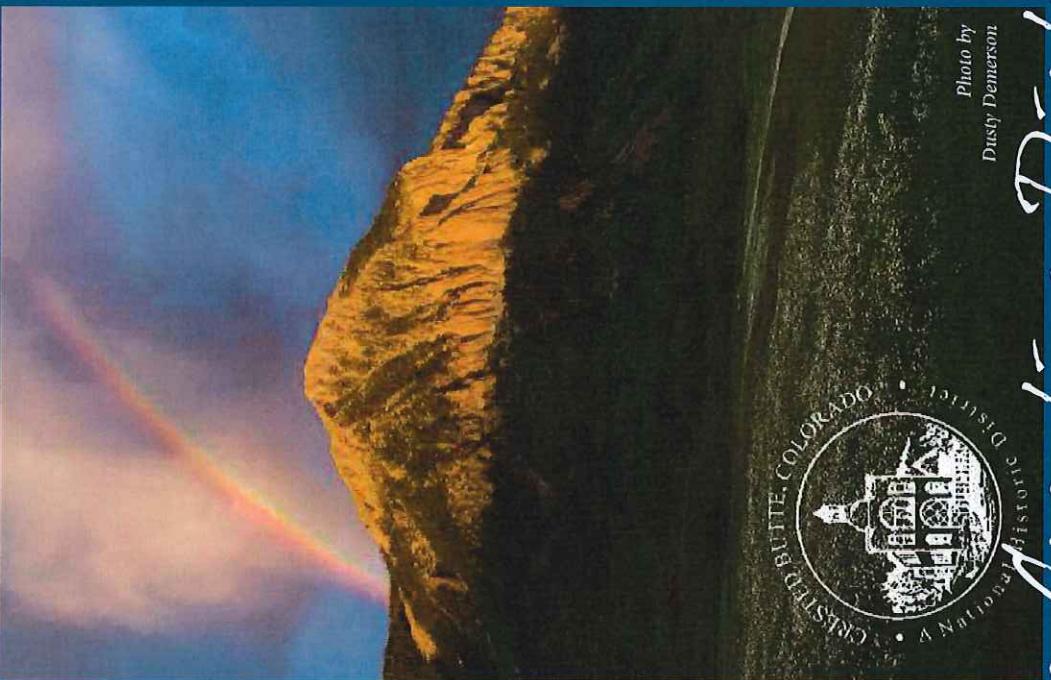
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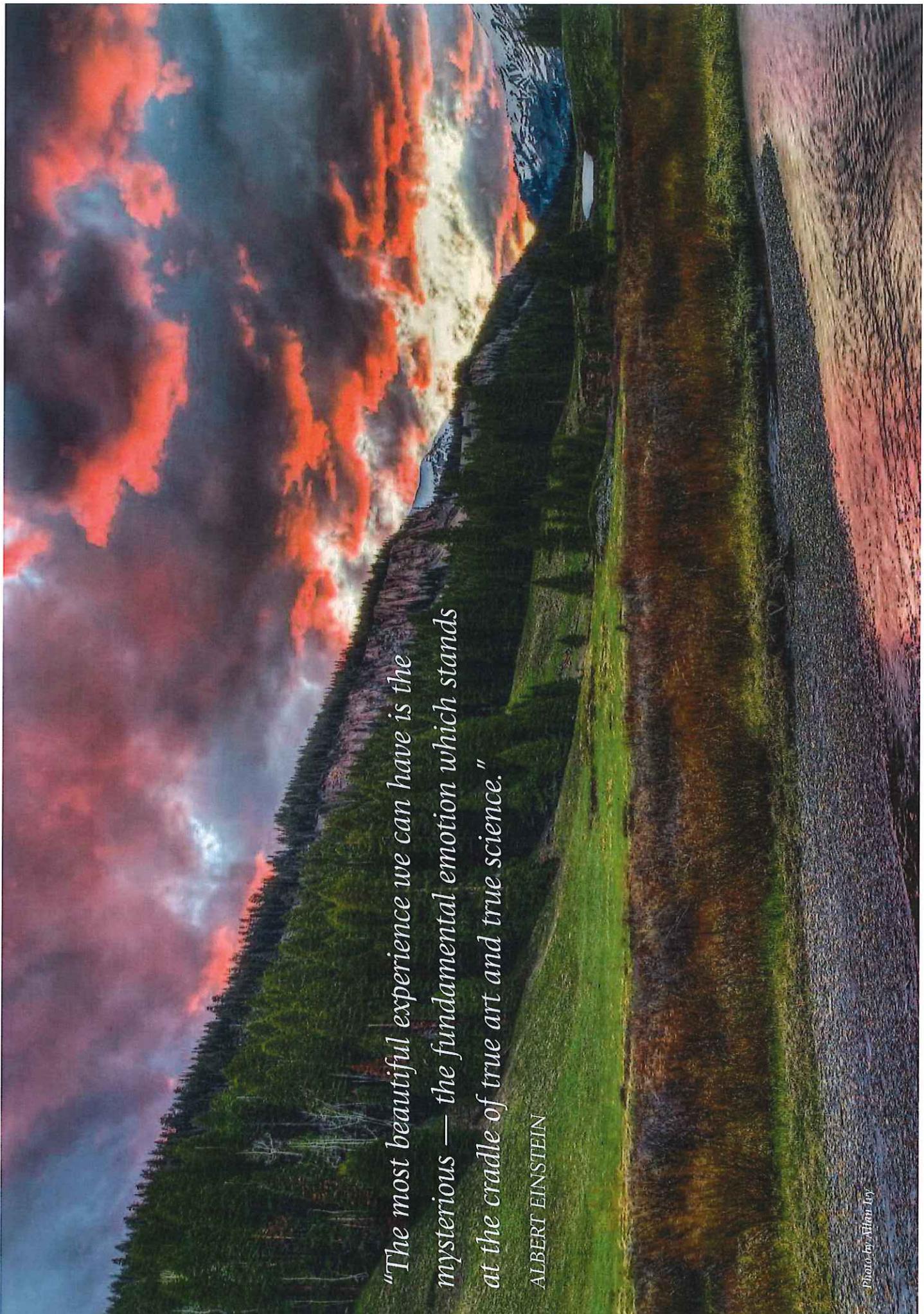


**EXHIBIT “A”**  
(Creative District Strategic Plan)

[attach Plan here]

# Crested Butte Creative District STRATEGIC PLAN 2015





*"The most beautiful experience we can have is the mysterious — the fundamental emotion which stands at the cradle of true art and true science."*

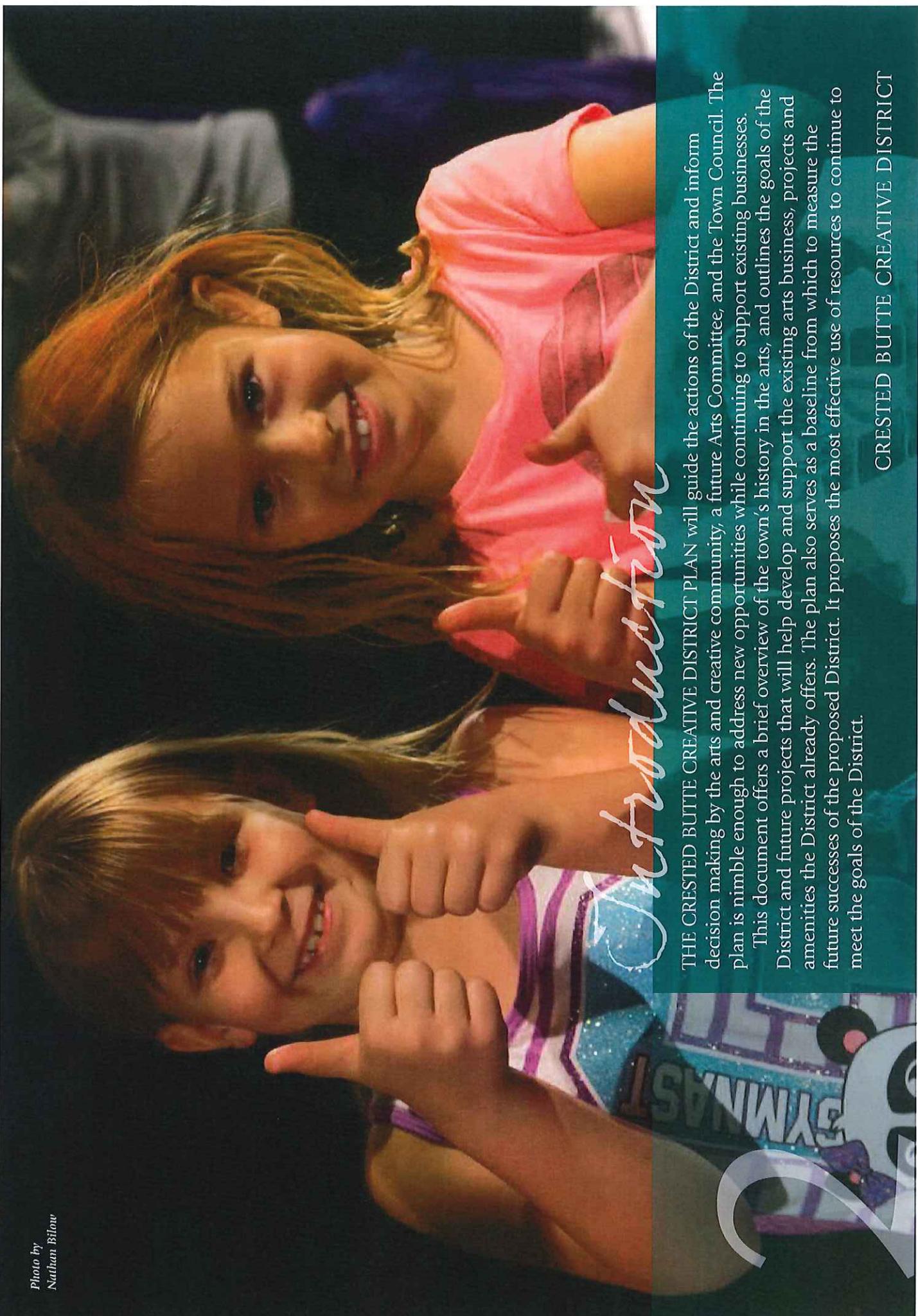
ALBERT EINSTEIN

# Crested Butte Creative District STRATEGIC PLAN 2015



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## Introduction

THE CRESTED BUTTE CREATIVE DISTRICT PLAN will guide the actions of the District and inform decision making by the arts and creative community, a future Arts Committee, and the Town Council. The plan is nimble enough to address new opportunities while continuing to support existing businesses.

This document offers a brief overview of the town's history in the arts, and outlines the goals of the District and future projects that will help develop and support the existing arts business, projects and amenities the District already offers. The plan also serves as a baseline from which to measure the future successes of the proposed District. It proposes the most effective use of resources to continue to meet the goals of the District.

CRESTED BUTTE CREATIVE DISTRICT



Crested Butte is a resort town of 1,500 people in the Gunnison Valley of Colorado. Like a number of Colorado resorts, it began as a mining town (mostly coal) and made the transition to a small destination resort in the 1970s. Like only a small number of other resorts, however, Crested Butte became and has remained a designated National Historic District, with 246 buildings on the registry. The town is proud of this heritage, which it markets as a crucial part of its appeal and maintains with a rigorous procedure of architectural review for all new projects and renovations. Thus, even in its layout and architecture, the town has placed unusually strong emphasis on creativity for decades.

The community's commitment to creativity extends into its recreational offerings and development. From its beginnings as a resort, the community has had an innovative flair, making a strong claim to being the home of the rebirth of telemark skiing and of the invention of mountain biking. The resort is also the long-time home of many innovative athletic competitions, notably in extreme snowsports, from the US Extreme Skiing Championships to the Grand Traverse, one of the nation's preeminent ski mountaineering events.

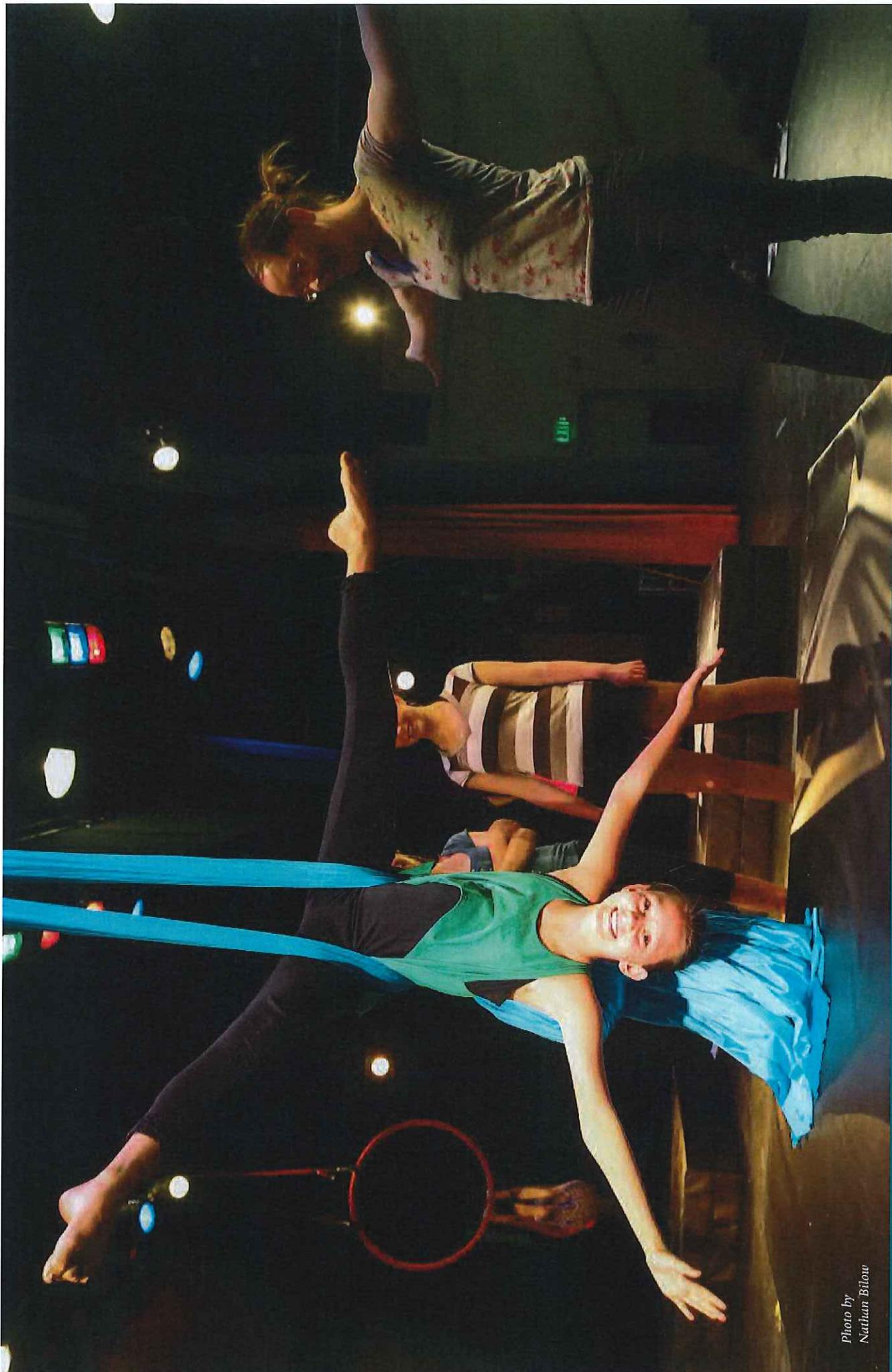
In areas more traditionally associated with artistic creativity, Crested Butte has been a leader for many decades. To begin with, the town focuses arts and educational institutions unique to any rural valley in the western United States. At the southern end of the valley, in Gunnison, Western State Colorado University has a history of leadership in the arts and arts education for over a century, and many students, alumni and faculty call Crested Butte home. At the north end of the valley, the Rocky Mountain Biological Laboratory, one of the world's preeminent high alpine flora and fauna research stations for more than 75 years, attracts hundreds of gifted students and faculty from around the world each summer, and a number of these gifted visitors also participate in other local creative institutions and events.

Downtown Crested Butte, the area proposed as our Creative District, offers the center and the greatest concentration of arts organizations, businesses, and creative energy in the valley. Collectively, these organizations have now reached a point in their development where they are assuming a distinctive and coherent identity as an industry and have become

a major draw for the town and the valley as a whole. Official designation as a Creative District can only strengthen this crucial element of our identity and our economy, an industry that is year-round, non-weather dependent, sustainable, low-impact, community-based and committed both to excellence and to service.

Since the 1970s Crested Butte has developed a number of particularly strong traditional arts institutions. The core organizations include:

- **The Center for the Arts** is the anchor of the proposed Creative District for a variety of reasons. For 29 years, the Center has served as the largest performing and visual arts venue in the Valley that provides programming year round. The Center offers opportunities for local performers and visual artists to showcase their talents and also offers students of all ages visual arts classes, dance programs, community education programs and outstanding performances by nationally touring artists. In 2014, the Center welcomed over 41,000 people through its doors and has tripled its program offerings over the past three years.



CRESTED BUTTE CREATIVE DISTRICT

Photo by  
Nathan Bilow

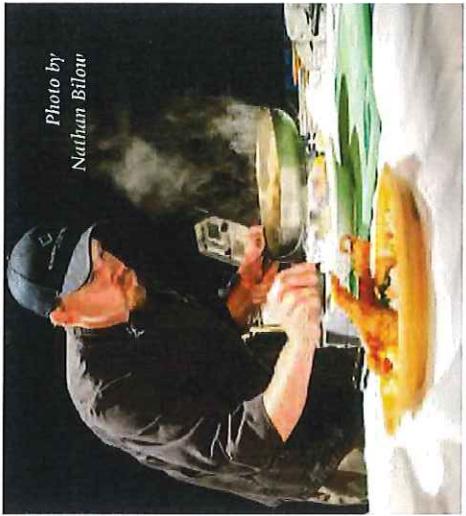


Photo by  
Nathan Bilow

- **The Mountain Theatre**, founded in 1972, is Colorado's longest-running community theater. Offering many shows each year and programs for all ages, it occupies the Mallardi Cabaret Theatre in the center of the Creative District, at 3<sup>rd</sup> Avenue and Elk.

- **The Crested Butte Music Festival**, founded in 1997, has become one of the region's leading institutions of its kind, offering opera, chamber music, symphonic music, jazz, opportunities for composers, one of the best summer opera institutes in the country and much more.

- **The Crested Butte School of Dance** has existed for more than 25 years and offers classes and performances throughout the year to hundreds of community members in multiple genres. It is the host of "Dance in the Mountains," a substantial summer performance event.

- **KBUT** community radio offers both local and national programming, with a full slate of local hosts offering a wide variety of programming and a number of national feeds each day.
- **The Crested Butte Wildflower Festival**, a national event held each summer for many years, offers guided walks and hikes, lectures, art classes, and much more. Crested Butte boasts the official designation as "The Wildflower Capital of Colorado." This year's program guide was almost 100 pages long.

These are just a few of the major institutions out of scores of arts businesses and organizations in the town including annual local festivals such as Vinotok, Flauschink, and many more. At this time, the Creative District contains 91 cultural and creative businesses that contribute to the economic vitality of the District. Housed in some of the town's colorful Victorian buildings are some of the finest restaurants and galleries in Colorado.

Many if not most of the businesses that would qualify as arts organizations lie in the proposed Crested Butte Creative District, which encompasses the historical District of Elk Avenue and extends to the Center for the Arts. The proposed District also includes part of Bellevue Avenue, and is surrounded by parks. The following map illustrates the District's boundaries.

The proposed District includes 16 artist-owned studios and galleries, 3 co-op galleries, 10 Art Walk events and 10 performance venues, including independent restaurants, bars and coffee shops and numerous restaurants hosting exhibitions of local art. The artistic talent is highly diverse and ranges from metal work and photography to hand-blown glass, wood-working and much more. Many renowned individual artists call Crested Butte home, including award-winning filmmakers and Emmy award winning television producers, architects, designers, published writers, actors, dancers, musicians, painters, photographers and chefs.

In 2014, these creative businesses contributed 39% of the total sales tax collected by the Town of Crested Butte. Additionally, the Better City Economic Assessment of Gunnison County states that the arts and entertainment industry is a key driver for the economy and is one of the most prominent employers in the Valley with the highest job growth since 2001. With the implementation of the Creative District plan, the Town hopes to enhance the impact of these businesses in the community.



Photo by  
Nathan Bilow

ON JANUARY 22, 2015 THE KICK-OFF CELEBRATION of the newly proposed Creative District included live performances by the Crested Butte School of Dance, the creation of a movie highlighting the District's many amenities and organizations, and a collection of input on the vision for the future of the District. The Crested Butte Town Council appointed the Arts Alliance of the East River Valley to conduct future public meetings to gather input on the plan. With funding provided by Colorado Creative Industries (CCI), a state agency within the Office of Economic Development, the Arts Alliance hired consultant Amy Levek, the former Mayor of Telluride, to conduct a series of public meetings to gather input for the strategic plan.

CRESTED BUTTE CREATIVE DISTRICT



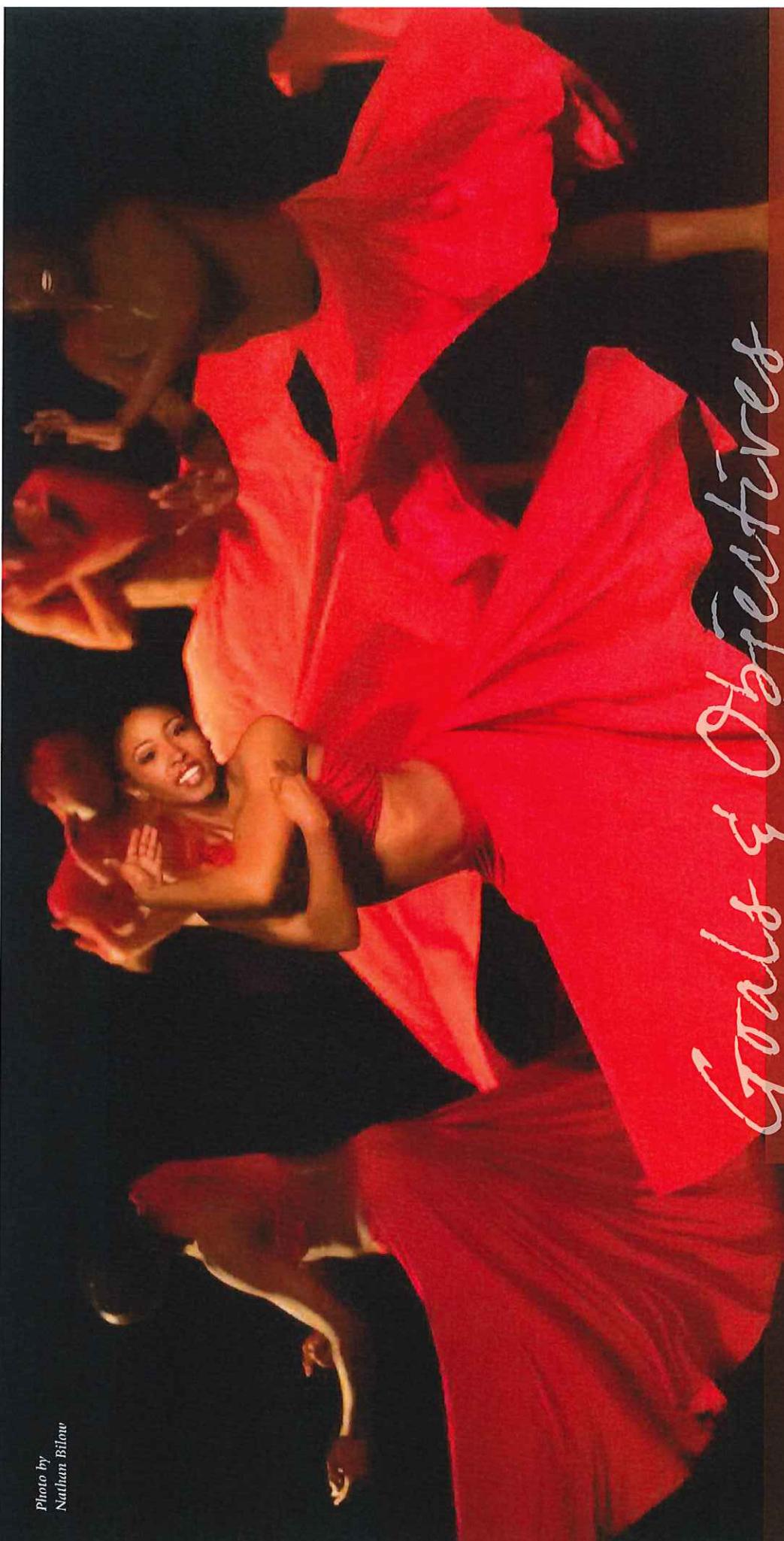
From February 2015 to May 2015, Levek directed six public meetings with Creative District stakeholders to facilitate the creation of this strategic plan. A working group consisting of representatives from the Arts Alliance and Town staff have refined the public comment and created the strategic plan for consideration by the Town Council.

Using the guidelines set forth by CCI, the public at large participated in the creation of key goals for the following categories:

- Community Engagement
- Identity/District Characteristics
- Economic
- Social
- Physical Characteristics
- Programming

Potential projects are also identified in this plan. Key to implementation of this plan will be the creation of an Arts Committee to serve as a quasi-governmental body that makes recommendations to the Town Council on prioritizing and monitoring future projects in the District. Securing a future funding mechanism once grant funding from CCI ceases in 2017 will also be a priority.

*Photo by Nathan Bilow*

A woman in a flowing red dress is captured in a dynamic dance pose against a dark background. Her arms are raised, and her body is angled, suggesting movement and passion. The lighting highlights the texture of her dress and the intensity of her expression.

# *Goals & Objectives*

*"It is good to love many things, for therein lies the true strength,  
and whosoever loves much performs much, and can accomplish  
much, and what is done in love is well done."*

VINCENT VAN GOGH

## Community Engagement

Community engagement is critical to the success of the strategic plan. Integration of the arts, culture, and the creative community with the public and visitors is a high priority for the District. The authenticity and the unique story of our District will emerge through events and projects in the Crested Butte Creative District. The District will continue to expand its reach and be inclusive to all members of the community through coordinated outreach with the creative community.

## Identity/District Characteristics

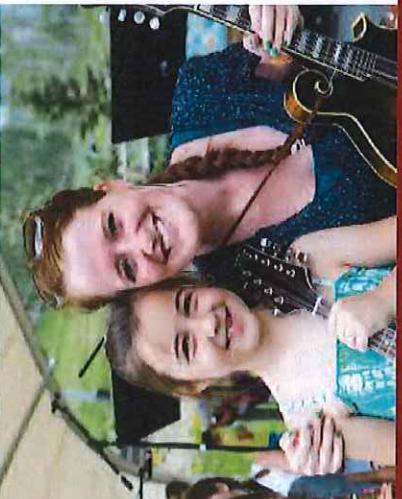
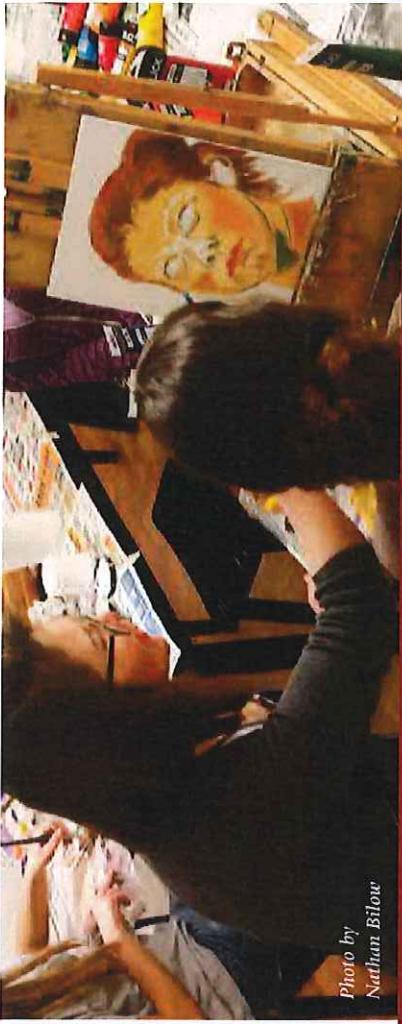
Throughout the public process of the creation of this plan, Crested Butte's creative community has identified itself in a number of ways. The historic building environment that has created the strong sense of place will continue to be preserved. The Board of Zoning and Architecture Review Guidelines (BOZAR) will continue to be followed while encouraging community expression through the arts.

### Goals

1. The Creative District will involve all types of creative expression, including non-traditional art, business, educational activities and more.
2. Community engagement will not only include both traditional methods like meetings but will also include celebratory events that reflect the spirit of the community, such as Flauschink and Vinotok.
3. Engagement will draw on the talents of creatives to showcase what is unique to Crested Butte.
4. The Creative District will invite the entire community, so that everyone has a stake in its success.

### Goals

1. Maintain the expressive, celebratory and fun spirit that defines Crested Butte.
2. Ensure that the historic building environment of the town is maintained.
3. Encourage creativity to thrive in the extreme and authentic way its residents and visitors value.
4. Celebrate the connection with the natural environment that inspires creativity.
5. Identify and showcase the artistic history of Crested Butte
6. Support Marketing and branding of the Creative District.



## Economic

The Creative District is one of the Town's main economic drivers. It attracts visitors to the community for shopping, entertainment, and dining options. The District serves as the center of entertainment and expression for everyone to sit back and enjoy the community. The plan will serve as a living document to continue to analyze the achievements and growth of the creative District.

## Social

The Crested Butte Creative District is the center of the social scene for the Town. Residents and guests gather to celebrate and be entertained at numerous events held throughout the year hosted within the District. The Creative District will continue to support the community by providing educational opportunities and inspire collaboration among organizations and businesses.

### Goals

1. Devise systems using public information and regular surveys to gauge spending, participation, impact of creative activities and economic well-being of creative institutions, businesses, activities, events and individuals.
2. Evaluate ways to provide economic support to maintain and encourage creative and activities.
3. Encourage and increase participation in arts events and institutions by a wide variety of people.
4. Support educational and enrichment opportunities for youth in cultural and creative events.
5. Support arts partnerships and collaborations between full and part-time residents and businesses.
6. Encourage people to think of themselves as creative, providing a wide range of opportunities for individuals to find their creativity.

### Goals

1. Encourage and increase participation in arts events and institutions by a wide variety of people.
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4. Encourage people to think of themselves as creative, providing a wide range of opportunities for individuals to find their creativity.

*"Art washes away from the soul the dust of everyday life." PABLO PICASSO*



## Physical Characteristics

As a National Historic District, Crested Butte offers residents and visitors a unique sense of place. The new physical characteristics of the District will co-exist with the funky art culture and historic character of Town. The District will continue to serve as an anchor for future events and celebrations of the arts. New projects will honor the uniqueness of the existing District and contribute to the sense of place.

### Goals

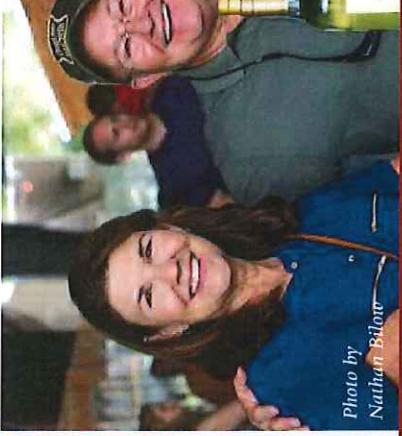
1. Respect the historic character that defines Crested Butte while allowing new and different creative expression.
2. Create a system of way-finding and arrival features that identify the District. The system should be fun, funky and represent the "extreme expressiveness" of the community.
3. Support public art and other features that foreground the landscape and character of the community.
4. Anchor existing and future buildings that support expression into the Creative District to help define the District.
5. Develop affordable spaces for artists.

## Program

The programming for the newly created District is critical to its success. Programming will be inclusive and reach all segments of the Crested Butte community. New programming opportunities will support existing businesses and provide additional facilities to foster their success. If additional regulations are created to help govern the growth of the District, they will promote the sense of place in concert with future planning for the growth of the Town.

### Goals

1. Develop a Creative District Commission.
2. Support existing organizations and events with appropriate facilities and resources.
3. Cross-market arts and creative activities.
4. Integrate public art into the Creative District.
5. Create sustainable funding for the Creative District.
6. Ensure that anchor buildings, such as the Center for the Arts, are maintained and supported.
7. Create a brand for the Creative District (extreme expressiveness, fun and funky, connection with natural environment, etc.)
8. Encourage new events during off seasons and the winter.



# *Project*

THE FOLLOWING IS AN OUTLINE OF MAJOR IDEAS FOR THE CREATIVE DISTRICT that emerged out of community meetings, project proposals, and individual input. During the process, nine distinctive categories became apparent, which are outlined below. Specific ideas on how the major ideas in each category could be implemented are listed in a separate document entitled "Exhibit A."

## Creative District Committee

Set up a Committee to govern the Creative District, makes recommendations to the Town Council on projects, allocate funds, and carry out the Strategic Plan. Create job descriptions for board members and bylaws for the Committee. Develop a budget and potential funding mechanisms, establish guidelines for new public art, and work with BOZAR on how the Creative District and Historic District coexist.

## Branding and Marketing for the Creative District

Brand and market our District, both in its physical space and for populations and regions beyond our valley. Create a subcommittee specifically to develop a brand and subsequent marketing materials, create way-finding signs within the District, and work with existing organizations to cross promote the Creative District.

## Public Art

Art on display in the District is a key component to making the Crested Butte Creative District look and feel creative, lively, and bubbling with cultural activity. Establish key locations for public art, utilize local artists whenever possible to create it, and display a variety of art forms that appeal to a range of audiences.

## Support/Funding

Create sustainable revenue streams for the District and develop a framework for how those revenue streams are utilized. Establish dedicated funding streams, grant processes to support creative expression, and an art bank for lending to creatives, businesses, and organizations.

## Spaces, Buildings, and other Facilities

Examine how to utilize current spaces for the arts in the Creative District and how to create new spaces. This includes multipurpose spaces, performance locations, spaces for individual artists to create, and even housing for creatives.

## Education

Provide educational opportunities for organizations, individuals, and children, related to the arts and the Creative District. Strengthen the District through creativity salons, board development, mentoring programs, school programs, and more.

## Community Involvement

Engage the community, creatives, and other interested parties in the Creative District. Provide opportunities for a broad range of community members to become involved and include all aspects of creativity.

## Art Events, Activities and Projects

Carry out creative events, activities, and projects that will help shape the District to be unique, engaging, and a vibrant creative hub. These can be taken on by the Creative District or carried out by organizations, businesses, and individuals. Possibilities include a Creative District Radio Show, a video highlighting the District, parties celebrating all manners of creativity, creative and surprising public projects, and more.

## Evaluation

Develop instruments for the Creative District both to determine need and to track effectiveness. Conduct annual surveys of artists and businesses in the District, review existing cultural events, and review the year-long cultural calendar. Additionally establish ways in which the District itself can track its effectiveness.

## **Exhibit A** **Projects List and Action Items for Each Big Idea** **Category of the Creative District.**

### **Ideas for The Creative District Committee**

- Create job descriptions for board members and bylaws for the Committee.  
*Convene a committee to write job descriptions for board members. Also identify potential board members who would represent a cross-section of the community. Review expectations for board members with Town Council through a work session or other meeting to ensure accountability.*
- Develop a budget and funding mechanisms.  
*Determine long-range and short-term projects and administrative costs in order to determine a budget and potential funding mechanisms.*
- Establish guidelines for new public arts. This may include establishing a committee appointed by Town Council and reviewing national and local historic preservation guidelines.  
*Draft ideas and expectations regarding public art and potential locations. Include representatives from Town Council and/or BOZAR to help draft and review. Review and include historic preservation guidelines to determine if there are areas or buildings to avoid.*
- Work with BOZAR to ensure signs and physical symbols complement the historic character of the town.  
*Establish a working group to examine how signs and symbols work with historic District standards. Meet with BOZAR as necessary to ensure the system complements the historic character of the town.*
- A. Establish standards for how installations, signage and other physical actions will relate to historic structures. For instance, there may be places where installations compromise historic district protocols.  
*Communicate throughout the process with BOZAR to ensure that standards work with the Town's historic preservation standards.*

- Incorporate Town's design standards with any future creative District standards where appropriate.
- Convene a working group comprised of creatives to determine District needs.

*Annually survey individual artists and event organizers to assess what is working and what could enhance the ability to create. Determine if facilities, funding or other resources are needed and what, if anything, can be done to provide them. Examine the ability for sharing of spaces, services or other resources that will help reduce costs.*

- Identify specific public places for the display of art and performances throughout the District.
- Inventory spaces throughout the creative District to determine appropriate locations to encourage both performances and installations on a rotating basis. Create standards that will guide the use of those spaces and ensure that use respects other needs in the vicinity (e.g., historic preservation, light, sound, traffic, etc.).
- Work with Chamber of Commerce and other public and private organizations.  
*Establish regular informal meetings with Chamber of Commerce staff and board members to determine how best to coordinate with them. Make that information available to organizations and events as appropriate.*
- Create opportunities for organizations and people to work together.  
*Establish a group that increases communication among organizations.*
- Advocate for arts and creativity throughout the community and events.  
*Designate and enlist a working group in the arts and creative professions to attend meetings and/or write columns or run programs to ensure a wider understanding of the role of creative endeavors and individuals in the region. Consider enlisting some non-traditional creatives to help with outreach to engage more of the community.*

- Examine town and county boards for the feasibility of having an arts advocate or representative.  
*Inventory the existing boards to determine if having representation on the board would further awareness of the arts in their decision-making. Initiate discussions with elected officials and boards about the benefit of having a representative on those boards, as appropriate.*

## Ideas for Branding and Marketing for the Creative District

- Create a subcommittee that develops a brand.
- Have a logo design contest soliciting work from local artists.
- Create way-finding signs and/or allow banners on Elk Avenue.
- Designate a committee or group to establish a symbol and way-finding signage on Elk Avenue. Determine locations for placement. Consider including business owners in the area on the committee.*
- Create decals for: 1. creators and 2. businesses to display in windows.  
*Determine an identifying symbol and/or tag line that will identify the Creative District and its participants. The symbol should embody the spirit and identity of the town and its community.*
- Include the Creative District symbol on a variety of decals, signs and other handouts that can be displayed on doors, windows, and other locations throughout the District (similar to RINO).  
*Work with business owners, town public works and planning staff, and creatives to establish a welcome packet for visitors to the Creative District. The welcoming documents should allow for creative ways of expression while tying the identity of the District to a common theme that is distinctive to Crested Butte.*
- Work with other Creative Districts to encourage cross-marketing.  
*Establish a formal or informal network with other CDs to determine how cross-marketing might be effective.*

- Pilot program for a set of painted Creative District light poles. Build and install bike racks that include Creative District logo.  
*The town will engage local creatives to design and build new bike racks as appropriate. The system will use the Creative District logo and other characteristics to brand the District. The idea is to increase awareness by both locals and visitors that they are someplace special.*
- Update websites, blogs, and other social media to make sure info on creativity is available.  
*Examine local and regional media to determine how best to include information on regularly scheduled events, organizations and special events. Solicit their advice on how to help ensure that information is published on their sites and publications.*
- Determine how to work with existing organizations to increase and improve marketing.

## Ideas for Public Art

- Identify locations acceptable do public art, including "art on the corner."  
*Establish several key locations for rotating installations of public art. Consider creating a theme and schedule where various artists and craftspeople can submit work for inclusion. Create a changing theme and new art which will keep the public engaged.*
- Allow for different styles of public art, including performance, moving as well as installations.  
*Encourage public art that relates to and emphasizes the character of the community and its relationship to the landscape that surround it. Identify locations for public art and engage the creative community of all ages.*
- Create a permanent entry arch over Elk Avenue that identifies the core District.
- Choose local artists, when possible, for Public Art within the District.

## Ideas for Support/Funding

- Create an arts granting process to support creative expression.  
*Set up a fund whose sole purpose is for grants to support creative expression. Establish criteria to determine how grants will be awarded and when. Work with potential donors or other sources of funding to create a pool of funds to support the program.*

*Establish a grant program that supports local creatives, encouraging artistic exploration of a topic important to the community.*

- Establish financial support for the Creative District through a creative tax on rentals and sales.  
*Propose a tax for the Arts.*
- Establish a dedicated internal funding stream for arts from new construction and/or the Town budget.  
*Convene a committee to examine and propose potential programs for funding from new construction.*

*Develop a funding program to include public art in new construction based on a portion of construction costs.*

*Encourage the Town to develop a program that designates a portion of construction costs for new projects to pay for public art within or outside the project. Standards will be developed to guide decision-making on the public art. The program will engage a variety of artists and craftspeople in creating the public art. (Is this for Public Projects or Private Development?)*

*Work with Town to establish incentives for commercial buildings to set public art or public art space as a part of the P.U.D. process.*

- Establish an "art bank" to provide funding for creative expression (this would operate like an actual bank where money is lent and repaid).

- Provide a funding program for art teachers in the schools  
*Engage teachers, parents and others to determine potential sources of funding for arts education. Develop an outreach piece that demonstrates the value of arts education for all aspects of a child's life and how it benefits them. Develop a list of potential funding sources – traditional and non-traditional to approach for support.*

## Ideas for Spaces, Buildings, and Other Facilities

- Identify spaces and places for multiple purposes in the arts.
- Identify and/or create performance locations throughout the District.
- Explore the idea of creating a warehouse-type space for fabrication arts, perhaps using the old fire station.
- Explore building housing for creatives, near/surrounding a place for fabrication arts.

## Ideas for Education

- Hold a Creativity Salon for community members, Arts Alliance members, and others involved and/or interested in the Creative District.
- Hire professional staff to run the event who specialize in creative thinking and problem solving.
- Strengthen existing organizations by encouraging opportunities for board development and training on fund raising.
- Support non-profit arts board governance and development.
- *Work with the community foundation to establish a program of regular non-profit board training that provides the necessary skills for effective board governance and explores opportunities for sharing resources.*

- Help organizations cultivate their part-time resident participants and business supporters.
- Provide educational sessions that help organizations learn how to engage part-time residents in their activities. Consider holding regular training on these and other issues.*
- Start an art mentoring program.
- Offer courses or gallery tours or other opportunities for people to learn directly about something from the artist.*
- Find ways to fund and support both arts in the schools and extracurricular programs.

## Ideas for Community Involvement

- Make sure all aspects of creativity are included.
- Engage non-traditional kinds of creators to create an environment of collaboration and discovery. Invite participation in Creative District activities.*
- Ensure there are ample opportunities for creatives to be involved in and participate in the Creative District. From planning and coordinating to projects.
  - Develop business support for projects that is separate from public sources.
- Meet with representatives of the business community to discuss how they benefit from creative projects and how they might ensure the projects continue.*
- Establish an annual event that brings diverse elements of the creative community together by exploring a topic of interest to the broader community. Support the creative community and bring more awareness to that community and increase participation as well.

- Program children's arts shows into cultural offerings.
- Contact the schools and other children's art programs to include their art in galleries for Art Walk, festivals and other special events throughout the year to encourage more diversity and community involvement.*
- Hold a community creativity event that encourages creativity.
- Invite successful professionals who are not part of the creative community to join with several creatives to develop an event that highlights some of the creative activities and organizations. The event will be marketed to non- and creative people. At the event, organizations will have inclusive demonstrations open to all that encourage creative participation.*

## Ideas for Art Events, Activities, and Projects

- "Express yourself in Crested Butte" - community creative video.
  - Towards the goal of marketing Crested Butte outside of the valley as a place to be creative, we could collect informal fun expressive or creative videos online, from this community. This repository could then be used to create various prototype advertisements that would sell Crested Butte as a creative destination, at first for use online. If the prototype results were good, we could then decide to generate a more polished and high resolution for actual advertising.
  - Establish an Art Beyond Walls radio show that grows interest, involvement and awareness of arts in CB
- Work with KBUT to establish a regular show. Invite representatives of events on the show to discuss the highlights of their events. Include a regular segment on Creative District activities and personalities in the District to show the breadth of creativity.*
- The Trailhead Children's Museum and architect Andrew Hadley's idea of creating a Fairy House walk.

- Work with Town, local trails, and artists to build a Fairy House Village that can be toured with a map picked up in the Creative District.
- Annual support mechanism for existing cultural events.
- Establish a voting process whereby all community members can vote for an existing CB cultural event to receive financial and social media support from the community. Events would be nominated, and then voted for, according to their ability to draw cultural tourists from outside of the Gunnison Valley. Financial support could be catered to each event and for national advertising for the event. The voting process would engage this community in the concept and activity of supporting local cultural events and in bringing new patronage to CB. The winning event might be responsible for generating social media content pieces, which could then be used by community members to promote that event in social media venues. The voting process could be driven from newspaper advertising, posters, or a ballot box located at the post office. Potential administrators are: Artists of the West Elks, Crested Butte Downtown Business Association, Oh-Be-Joyful Gallery.
- Prioritize local sources (and artists) for projects (Like Think Local First). Survey existing projects and events to determine some common product and service needs. Identify local sources for those items and determine if there's a way to bring the activities and products together to benefit both. Make an inventory of each to encourage support and exchange.
- Establish an arts and culture section for the newspaper. Work with the newspapers (local and regional) to include a regular feature that highlights events and individuals who are part of the Creative District. This may include identifying an individual or a group of people who write the feature.

- Create an art walk program that involves businesses, perhaps an Art Night Out, where businesses have specials and art is highlighted. Identify several businesses, Chamber of Commerce representatives and creatives who will organize a regular event. Their task may include working with the Creative District to include logos and other CD symbols in their marketing to identify and create a synergy with the District.
- Create a directory of local artisans.
- Determine a format for the directory, along with a list of creatives to be included, and solicit participation. Identify places and means of distribution to ensure wide involvement.
- Create a system of "tuck tucks" (rickshaws) that will both advertise and highlight creativity around town.
- Establish an art tour on bikes or skis to widen participation. Invite individuals who are known as bikers or skiers to help plan an event that would help bring others to an art tour.
- Establish a Land Arts festival that highlights and celebrates the connection with the natural environment through land-based art. Organize an event that celebrates the community's sense of place and environment. Invite a wide range of creative: visual artists, musicians, chefs, and gardeners, to participate and organize the event.
- Establish a winter snow sculpture event.
- Establish a White Winter event for wintertime to tie art into activities and improve gallery visitation.
- Hold a contest for design of floats for the 4th of July as part of Creative District activities.
- Create a committee to establish expectations for the contest and to advertise the event as widely as possible. Solicit prizes for different categories, with the intent to be as inclusive as possible and encourage creativity from those who may not traditionally identify themselves as creative.
- Create regular children's gallery shows.

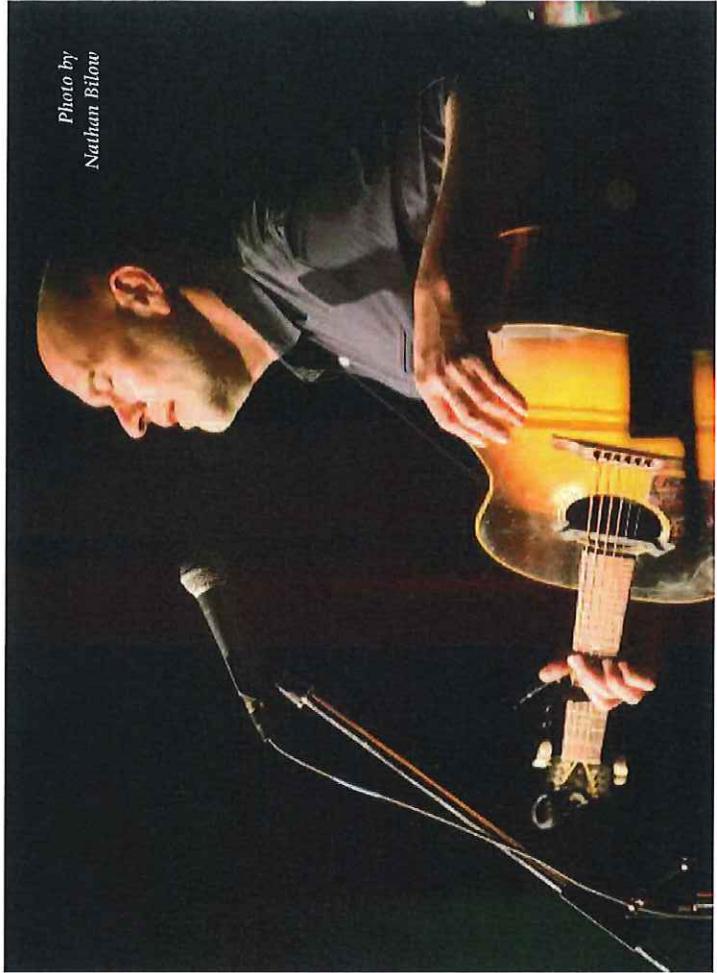
## Ideas for Evaluation

- Conduct an annual survey of artists to determine if they are making a living, and what they need to thrive.
- Work with a representative group of artists to determine the criteria that effectively measure success as a working artist. Also create a list and contact information for artists within the community and annually survey the group to measure trends.*

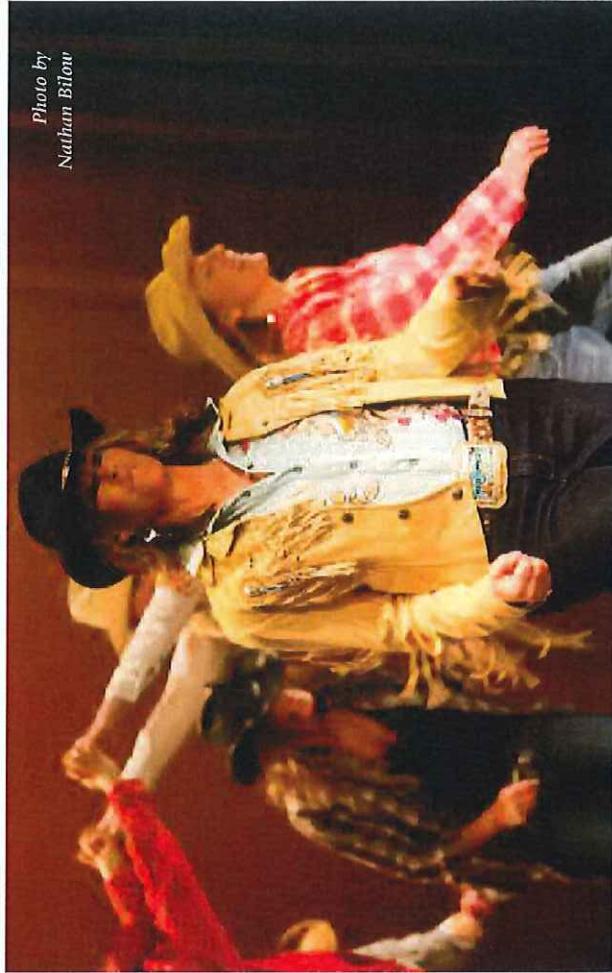
- Review existing events and activities.
- Evaluate the success of existing events through annual or semi-annual meetings and/or surveys. Meet with the Chamber of Commerce and businesses to evaluate how events affect them and what kinds of new activities at what times might benefit the local economy.*
- Establish a committee to identify who would benefit from new events and solicit their involvement.
  - Examine the seasonality of activities and events to determine trends.

*Review sales tax revenue and talk with businesses to assess their needs and interest in extending or improving various seasons or portions of seasons. Determine whether there are groups that would like to expand their offerings or need help increasing the size of their events. Consider bringing businesses and producers together to explore how they may support each other.*

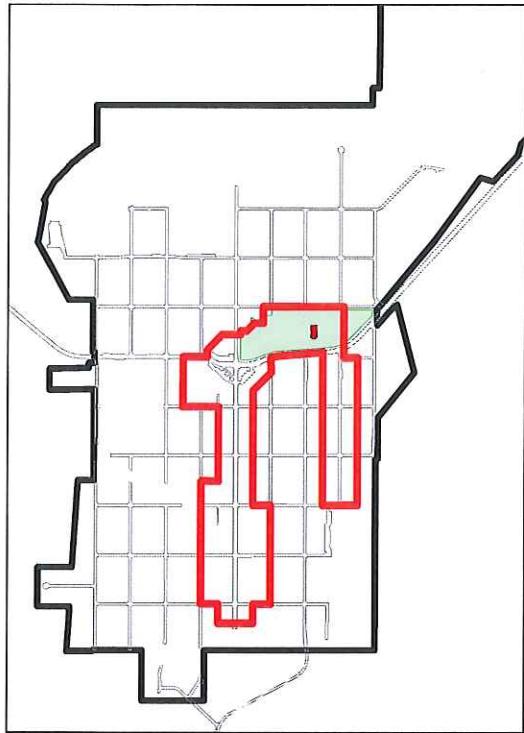
*Photo by  
Nathan Bilow*



*Photo by  
Nathan Bilow*



## Town of Crested Butte Colorado



Business Name	ID
Coffee Roasters/Mt. Oyen Bakery	1
Kasala Studio Gallery	2
John Ingham Oil Studio	3
The Art Studio	4
Studio West	5
Never Summer Landscape Design	6
Skin Deep Skin Care	7
Kochearvs	8
Soupcan	9
Coal Creek Grill	10
CB Spa & Nail Salon	11
Ryce Asian Bistro	12
CB Publishing & Creative	13
Bonez	14
Working Artists Studio	15
Rare Bird Salons	16
Paragon Gallery	17
Mallardi Theater	18
CB Wildflower Festival	19
Bohemian Moon	20
Big Al's Bikes	21
Bacchanale	22
The Ello	23
Brick Oven Pizza	24
Brick Oven outdoor bar	25
Grubsteak Gallery	26
Sherpa Clothing	27
Sherpa Cafe	28
The Dogwood	29
The Last Steep	30
Montanya's Distillery	31
Sunflower Deli	32
Western Design	33
Princess Winebar	34
Wooden Nickel	35
Prime	36
McGills	37
Talk of the Town	38
Lavish	39
Ingham Fine Art/Czenwinski	40
Oh-Be-Joyful Gallery	41
Marchetti's Gourmet Noodle	42
Dance Studios	43
The Monroe / Red Room	44
The Secret Stash	45
Artisan Rug Gallery	46
Tecalii Tamale	47
Interior Visions	48
Zacchariah Zyppz	49
Lil's	50
J C Leacock Photo Gallery	51
C.B. Mountain Heritage Museum	52
Gallery 3	53
Andrew Hadley Architecture	54
Handworks	55
Pitas in Paradise	56
Milky Way	57
River Light Art Gallery	58
Alley Rats	59
The Elk in An Apron	60
Pema Dawa	61
Moon Ridge Gallery	62
Blue Gauchos	63
Donitas	64
Third Bowl Ice Cream	65
The Ginger Cafe	66
Cleavage Candy	67
Mabuhay	68
Camp 4 Coffee	69
Townie Books	70
Rumors Coffee Shop	71
Four Eighteen	72
CB Town Hall	73
Old Rock Library	74
Marshalls/KBUT	75
The Cut Above	76
The Nail Room	77
Ice Mountain Jewelry	78
C.B. Personal Chefs	79
Gypsy Wagon	80
Retail Therapy	81
Bella Voi Salon	82
Dan Murphy Architect	83
Paradise Cafe	84
Crested Butte Center for the Arts	85
Le Bosquet	86
Why Cook?	87
A Daily Dose	88
Alpine Dwelling Inc	89
Blackstar Ironworks	90
Studio BE Hair Design	91
Kent Cowherd Architect	92
Calico Queen Tattoo	93
Mountain Mosaics	94
Dragon Sheet Metal	95
Mountain Colors	96
CB News	97
Creative Catering	98
The Slogar	99

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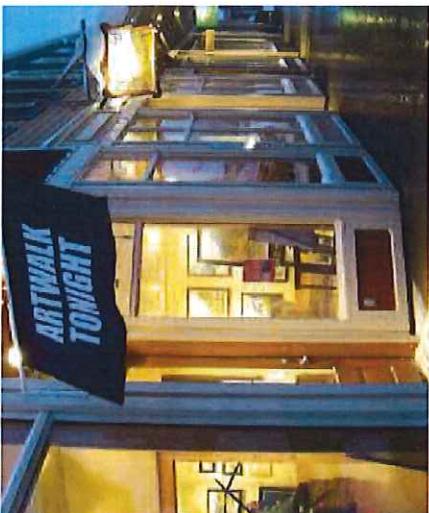
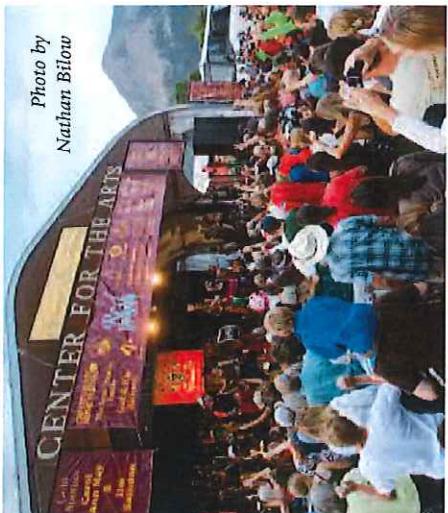
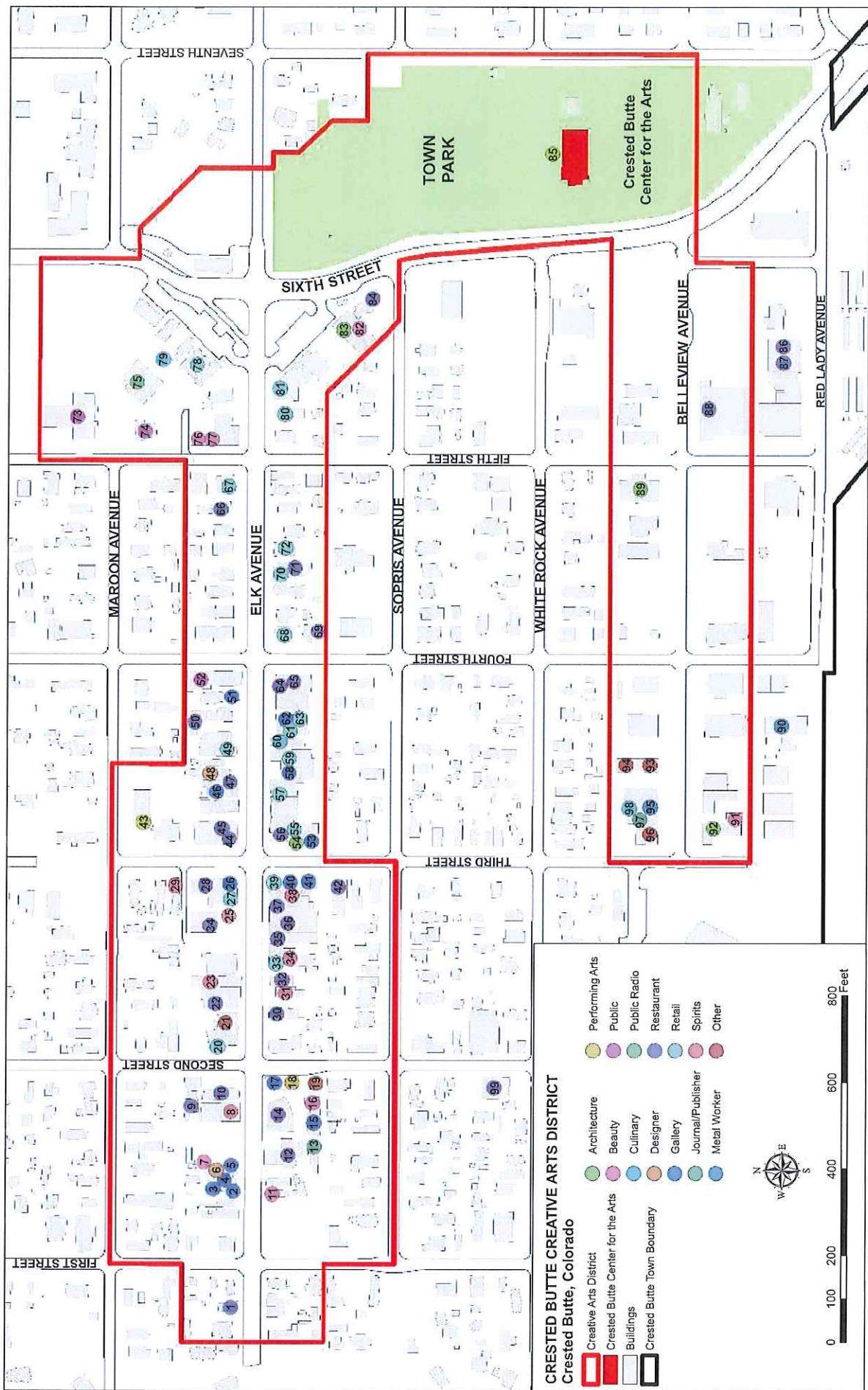


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Xavier Fane



# Crested Butte Creative District STRATEGIC PLAN 2015

